OBJECTIVES OF THE STUDY:

In general, the specific objectives of this study is to determine and measure different segments of the population that interacts with the public sector, factors that affects or benefits governance focusing on the perceptions of quality of services, productiveness or work improvement of the public sector.

INVESTIGATION METODOLOGY:

These study will be performed through a quantitative methodology which consists in the application of a maximum of 3,600 personal interviews divided in three groups of interest, an specific questionnaire will be applied for each group.

The groups to be interviewed are described as follows:

i.- Public Officials 1400 interviews:

The total of the defined sample will be applied to public officials that belongs to all the state organizations (centralized and decentralized). These interviews will be directed to every level from directors, intermediate controls and subordinated personnel. No less than 10 employees should be interviewed from each institution and between 140 institutions around the country will participate.

The weight of the assigned sample for each level of employment, institution and city will be calculated by the proportionality that is presently shown in the structure of the public sector. In order to carry out such distribution a previous collection of updated information that allows to perform the distribution will be needed.

ii.- Users  2000 interviews:

These sector includes elements of the population that are currently involved in an specific management or receiving services from the public sector, these segment will be boarded directly in institutions in which public services or proceedings are being performed. The distribution of 200 interviews will be done at a national level in the different state heads and the weight for each city will be assigned according to the size of the urban population.

iii.- Companies  200 interviews:

These interviews will be focused specifically in the cities of Tegucigalpa and San Pedro Sula, 25 interviews will be included in other cities, one for each state head (excluding the states of Gracias a Dios and Islas de la Bahía) and 9 municipalities of high importance.

The three types of questionnaires will be provided by the sponsor of the study. The estimating time of the application will be 45 minutes for the questionnaire for public officials, 25 minutes for the users questionnaire and 30 minutes for the questionnaire for companies and consultants.
The sponsor will facilitate credentials and letters of authorization to Mercaplan to do the study as well as a collaboration letter by a high governmental authority that will make easier the communication with the officials to be interviewed.

Previously, it is required a period of recollection of secondary information that will allow the distribution of the calculated samples at a geographic and institutional level. Simultaneously we will proceed to the performance of pilot test with the purpose of making modifications to the questionnaires if necessary. After the recollection of information, revision and validation of the applied questionnaires in Excel the one that will be designed by the agency and approved by the sponsor previous to the beginning of the data entry.

LOGISTICS

Mercaplan Centroamérica counts with the necessary structure to conduct these types of projects at a national level with the capacity of coordinating simultaneously the activities of the field from our offices located in Tegucigalpa and San Pedro Sula.

In addition to 13 years of experience in investigation projects at the national level and central America, our agency counts with an experienced team of Investigative Directors, Field Directors, supervisors, Interviewers at all levels and data entry personnel.

The supervisors qualification for the execution of this project is high-priority to assure the quality of the information. We will need the support of the sponsor of the study for the global understanding. This support will be necessary specially in the revision of specific subjects and the tools to be applied.

61 persons working on the project are required for the performance of such. It is estimated that 5 supervisors are needed for the recollection of work in the field at the national level, 16 middle and high level interviewers for the recollection of samples at an executive and middle level, 20 field interviewers for the collection of surveys at the users level, 3 editors for each type of survey, 3 tabulators and data entry personnel, supervisor of data entry, 2 zone coordinators and 1 project director. To this data, we have to add all the support and coordination personnel of the office (staff level).

The zone coordinators and the director of the project in coordination with the study sponsors will be responsible for the training of supervisors.

The interviewers profile should consist of at least a high level abarca egresados y pasantes of the last 4 semestres of university in the areas of Mercadotecnia, Business Administration, Comunications and Marketing, Specifically for these project, it is required to empeara personas with majors in Law, the one that will be able to dirigirse specifically to the areas involved to the judicial branch.

We count with personal tecnico en computacion and use of databases. The investigation agency already counts with an experimented structure in the work with surveys at national level and central America with big muestras. Our programs include
Stat-View, SPSS, Dbase y FoxPro for the manejo of data. Even though the bases are designed in any of these programs, the ideal will be to perform the statistical analysis using Microsoft Exce.. The statistical experience that will be assigned to these project is very amplio in the design and manipulation of databases, especially using all the agency programs.

We will also count with 8 computers with Pentium III processors of 500 Mhz and hard drives of high capacity. These equipment has been recently acquired. We also count with 10 additional back up computers for any work associated with the project.

The analysis of the data will be performed by the sponsor of the study after the submission of databases submitted by Mercaplan.

The integrity of the gathered information is guaranteed by the impartiality and ethic codes with the ones Mercaplan Centroamerica perform their job in the investigation field. These is reinforced by the character of independence that Mercaplan maintain by not belonging neither maintaining special bonds with any private nor public organization.

TIEMPO DE EJECUCION

A timeframe of 12 weeks will be granted immediately after the official company’s signature of the contract to complete the work that consists in the application of the questionnaires and entering all the information in an Excel format database.

REQUISITION OF INFORMATION

The patronage of the study should allow information that will facilitate the development of the work in the field, these will consist in lists that will contemplate every enetes and governmental organizations that are included in the sample universe. The details of the internal structure should be included, these information will be used with the purpose of distributing effectively the 400 interviews between all the jerarquical levels and institutions at a national level.

In order to obtain greater fluidity and agility in the application of the interviews, notes and letters of collaboration will be required to certify the job that the personnel of Mercaplan Central America carries out as an activity approved and supported by the Central Government.

BUDGET FOR THE PROJECT:

<table>
<thead>
<tr>
<th>BUDGETARY CATAGORY</th>
<th>LEMPIRAS</th>
<th>US DOLARES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.- SALARIES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personnel in the Field</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reviewers / Questionnaires Editors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Supervisor of Data Entry</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Data Entry Personnel
Zone Coordinator
Director of the Project

2.- BENEFITS
   Proportional Wages
   Accidents Insurance / Medical Expenses

3.- CONSULTANTS / PAYMENTS
   Consultants for Design and Implementation

4.- TRAVEL / TRAVEL ALLOWANCES
   Trip and Travel allowances between
   The 25 cities

5.- OFFICE EXPENSES
   Telephone, Fax, Stationery, Email
   Administrative and Support personnel
   Office Maintenance

6.- OTHER DIRECT EXPENSES
   Photocopies, Pencils, Stationaries
   Shipment of Materials

7.- OTHER INDIRECT EXPENSES
   Electric Energy
   Equipment Depreciation

8.- CONTINGENCY
   5% Contingency

TOTALS

* Conditions of payment requires 60% of the budget at the beginning of the study
and the 40% left will be given when the final database is submitted.

ADDITIONAL REFERENCES

MERCAPLAN has worked in many projects of great size, having handled samples
with more than 10,000 interviews in the 7 Central American countries simultaneously.
We have even been assigned projects of values greater than US$100,000.00 and the
satisfaction of our clients are noted in the reusability of our services.

In order to provide some references of projects performed last year, we enumerate
some:
POPULATION SERVICES INTERNATIONAL
Control of distribution in 9,600 places in 6 Central American countries
(They have contracted already another similar project)

FAMILY HEALTH INTERNATIONAL
Sexual Habits surveys for teenagers from 15 to 19 years old at national level

FUNDACIÓN FOMENTO EN SALUD
Monitoring of Public Campaigns

PASMO
Pre-test y Post-test de Publicity Campaigns in different countries of Central America

ALCON GROUP/ CARGILL INTERNATIONAL
National census of Retailers with Survey of Satisfaction of Services
Surveys of Labor Satisfaction

INTERNATIONAL FLAVORS AND FRAGRANCES
Organoleptic tests for Unilever Honduras

TRICON RESTAURANTS INTERNATIONAL (Pizza Hut, Taco Bell, KFC)
Continuous program with Excellent services

RESEARCH INTERNATIONAL
Coordination and rise of field in diverse Central American countries

OTHER PROJECTS FOR CLIENTS SUCH AS:
• Nortel, Ericsson, Motorola
• Texaco, Shell, Esso
• New Zealand Milk, Laethosa, Dos Pinos
Banco del País, Lloyds Bank, Bancahsa